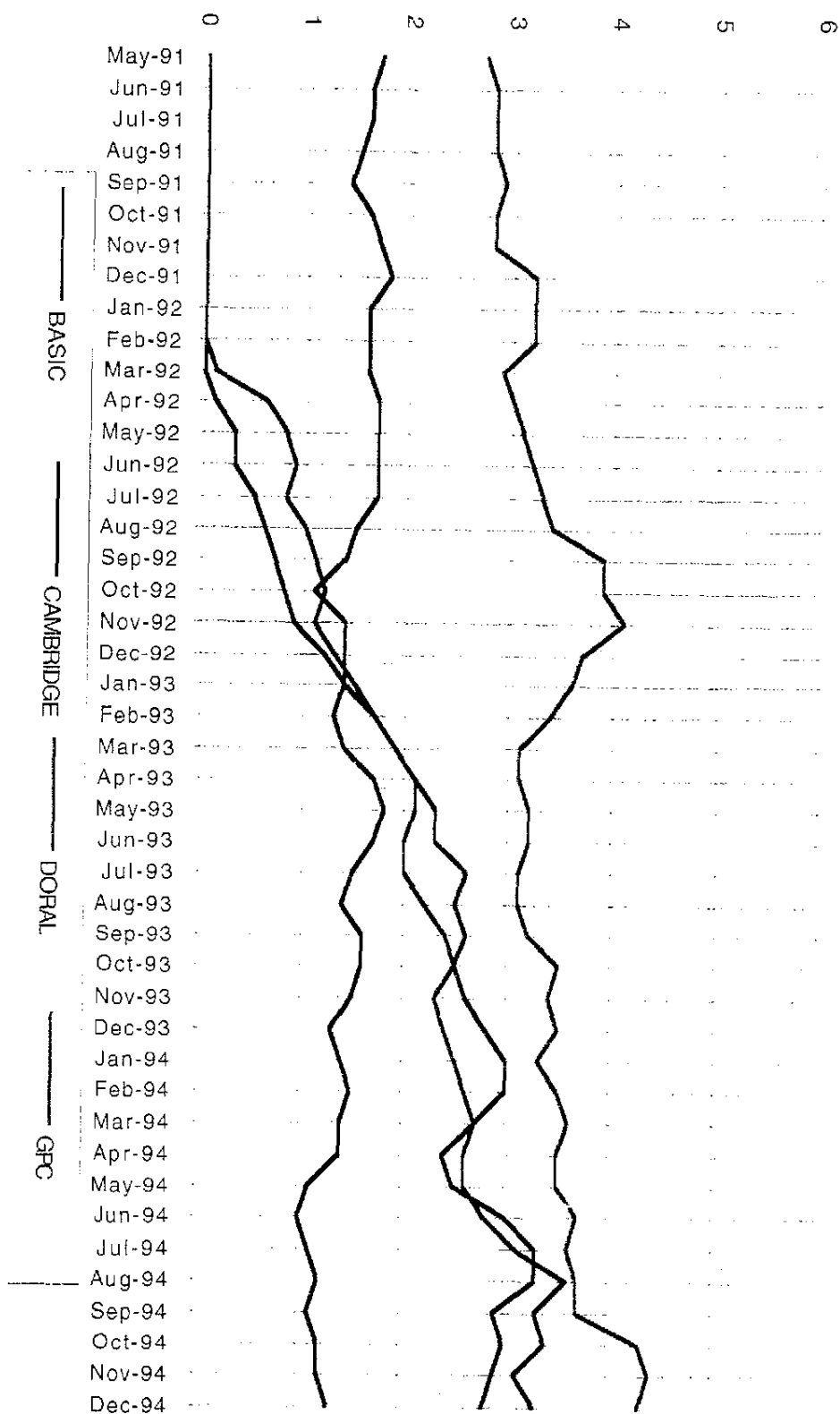


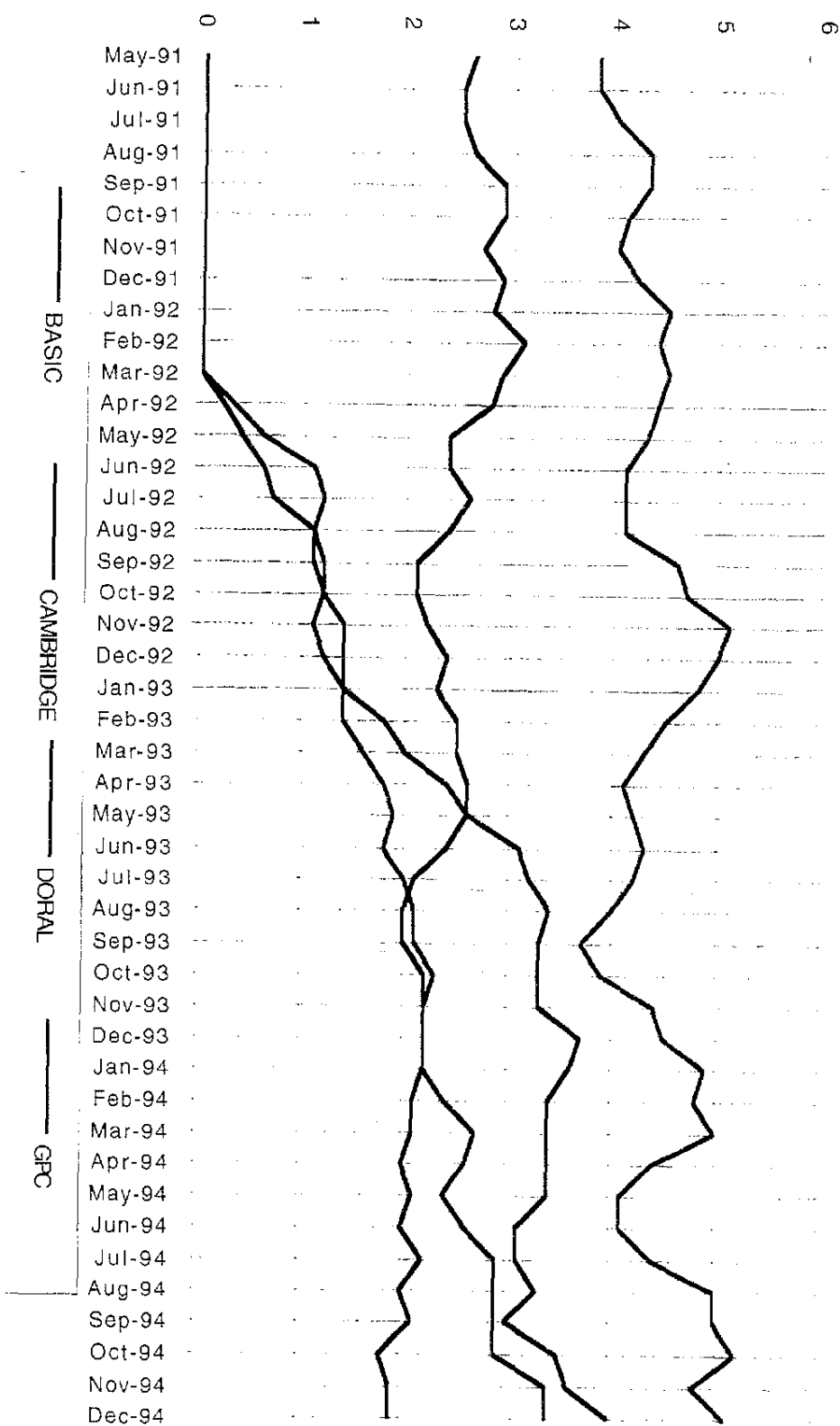
DISC MEN

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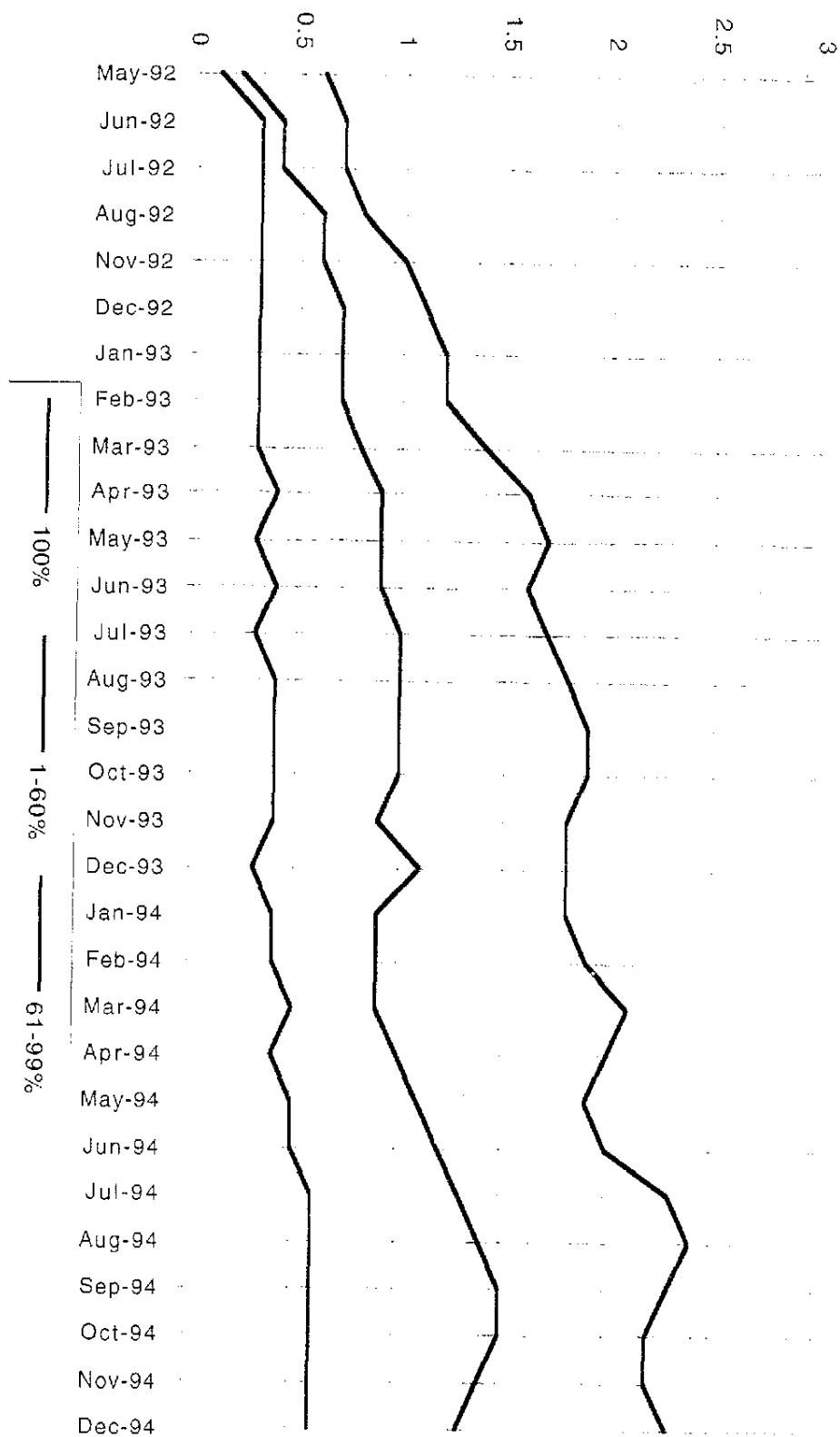
DISCOUNT BRANDS EVOLUTION AMONG MEN



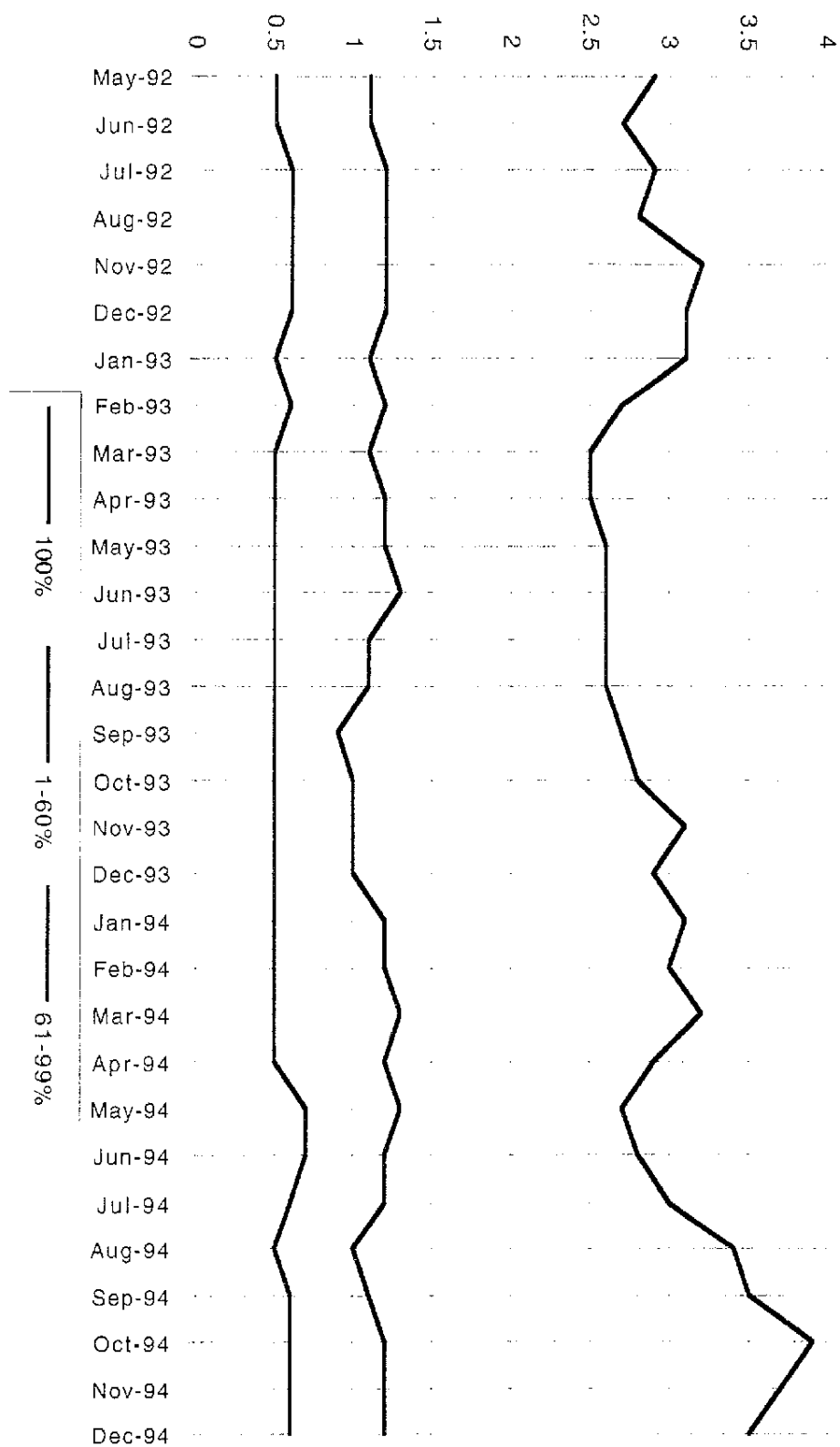
DISCOUNT BRAND EVOLUTION AMONG WOMEN



GPC LOYALTY AMONG TOTAL SMOKERS



DORAL LOYALTY AMONG TOTAL SMOKERS



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	NIELSEN	MSA	SMOKERS	VOLUMETRICS
BASIC	4.5	4.9	3.4	4.3
GPC	5	5.6	3.3	4.5
DORAL	5	5.3	4.7	6.1
** 3MM DEC '94				

BASIC INFLOW RATE & SOURCE OF INFLOW			BASIC INFLOW				
Weighted							
	Sep-94	Oct-94	Nov-94	Dec-94	Jan-95	Feb-95	Mar-95
BASE-BASIC VOLUME	6076	6362	6380	6297	6511	6503	6814
BASIC INFLOW RATE:							
INTER:	1417	1378	1340	1372	1402	1369	1407
	23.3	21.7	21	21.8	21.5	21	20.7
SOURCE OF INTER INFLOW:							
PREMIUM	859	883	849	888	858	839	859
	60.6	64.1	63.3	64.7	61.2	61.3	61
TOTAL DISCOUNT:	365	320	331	324	377	397	453
	25.8	23.2	24.7	23.6	26.9	29	32.2
BRANDED DISCOUNT	317	272	278	271	322	323	376
	22.4	19.7	20.7	19.8	23	23.6	26.7
PRIVATE LABEL	48	48	54	53	55	74	77
	3.4	3.5	4	3.8	3.9	5.4	5.5
NON-MENTHOL	930	923	871	903	954	955	1024
	65.6	67	65	65.8	68	69.8	72.7
MENTHOL	294	280	309	314	289	288	296
	20.7	20.3	23.1	22.9	20.6	21	21
BENSON & HEDGES	19	21	22	32	31	27	48
	1.3	1.5	1.6	2.3	2.2	1.9	3.4
CAMBRIDGE	25	23	15	15	12	25	29
	1.8	1.7	1.1	1.1	0.8	1.8	2.1
CAMEL	69	76	54	52	41	42	40
	4.9	5.5	4	3.8	2.9	3.1	2.8

DORAL	70	75	BASIC IMPLOW	93	94	120	130
	4.9	5.4	6.9	6.8	6.7	8.8	9.2
GPC (SINCE 3-92)	97	79	89	91	128	95	114
	6.8	5.7	6.6	6.6	9.1	6.9	8.1
KOOL	56	61	51	41	43	39	42
	4	4.4	3.8	3	3.1	2.8	3
MARLBORO	376	391	385	359	346	366	376
	26.5	28.4	28.7	26.2	24.7	26.7	26.7
MERIT	73	70	35	33	33	15	15
	5.2	5.1	2.6	2.4	2.4	1.1	1
MONTCLAIR	14	19	18	20	29	30	35
	1	1.4	1.3	1.5	2	2.2	2.5
NEWPORT	44	37	70	80	55	61	65
	3.1	2.7	5.2	5.8	3.9	4.4	4.6
PALL MALL	29	28	28	39	33	18	18
	2	2	2.1	2.8	2.3	1.3	1.2
SALEM	46	37	39	43	50	62	54
	3.2	2.7	2.9	3.1	3.6	4.5	3.8
VIRGINIA SLIMS	30	31	16	22	12	11	11
	2.1	2.2	1.2	1.6	0.8	0.8	0.8
WINSTON	41	58	78	85	115	121	112
	2.9	4.2	5.8	6.2	8.2	8.8	8
NO REGULAR BRAND	193	175	161	155	159	126	88
	13.6	12.7	12	11.3	11.3	9.2	6.3